



Crystal Plaza Jewelers
2039 CRYSTAL PLAZA DRIVE
ARLINGTON, VIRGINIA 22202

prices effective
July 31, 1967

XD-54/12 **TOWLE**
REC'D.
Nov. 1967 **STERLING**

Meadow Song

WHY STERLING?

Sterling or solid silver is a precious metal that lasts forever. Centuries of women have presided proudly over tables set with sterling. There has never been — and is not today — any substitute for its presence on your table.

Sterling is unmistakable; it has a depth, a color, a patina that nothing can successfully imitate. It adjusts instantly to temperature changes. It does not give off substances which affect the taste of or stain foods. Sterling gives the impression of warmth and sensuous softness, which is more appropriate even than gold or platinum for the subtle elegance of fine tableware.

CHOOSING YOUR PATTERN

Selecting your sterling pattern is an exciting and important step in every girl's life. It's exciting because it means you'll be shopping, perhaps for the first time, for your very own home. It's important because starting your sterling service is a wise and thoughtful investment for the future. Remember, you can use your sterling every day — for the rest of your life — so it should be a pattern you truly love — one that best expresses your personality.

You will find pictured here a complete range of beautiful patterns to please every taste. Study them and choose the pattern that is perfect for you.

HOW TO BUY YOUR STERLING

Happily there is no need to be half a hostess when there is a Towle sterling service to fit every situation. Choose one of the ten sterling services featured inside that best fits your needs. Most stores have a Silver Club Plan or other time payment plans that allow you to take your silver home the same day and pay for it later. Today more and more brides are starting their married life with a Towle sterling service, thanks to the bride's parents. It's a wonderful old tradition for the bride's parents to give their daughter her sterling. There is no greater privilege for parents and nothing more deserving of a daughter's thanks.

For a lifetime of gracious entertaining, start with a set of sterling in the Towle pattern of your choice.

TOWLE SILVERSMITHS
NEWBURYPORT, MASS.



Spanish Provincial

rich, graceful
curves and
delicate piercing

\$40.25

P. 1



Candlelight
smooth silver
framed by rich
ornamentation

\$40.25

p. 2.

Chippendale
designed in the
spirit of
the great master

\$40.25

Craftsman
inspired by fine
old handmade
silver

\$40.25



Fontana
the magic of a
fountain captured
in sterling

\$40.25

**French
Provincial**
richness tempered
with simplicity

\$40.25

Old Lace
a lace-edged
doily inspired
this design

\$40.25

Prices are for 4 piece place setting



Old Master
in the finest
early Victorian
tradition

\$40.25

Rambler Rose
true-to-life roses
translated
into sterling

\$40.25

Rose Solitaire
a solitary rose
in a crisp
modern setting

\$40.25



**Sculptured
Rose**
living beauty
reborn in
solid silver

\$40.25

Silver Flutes
handwrought
railings copied
in sterling

\$40.25

Vespera
purity of
design in a
contemporary
mood

\$40.25



Contessina
inspired by
a Renaissance
garden
\$41.50



R.S.V.P.
sterling
with a silken
Florentine finish
\$41.50



Meadow Song
a slim stem
adorned with
flowers
\$41.50



Legato
eternal as a
remembered
melody
\$41.50



Country Manor
14th century
splendor in
solid silver
\$41.50

**Charlemagne**

royal elegance
sculptured
in solid silver

\$46.50

Debussy

reminiscent of
France's
most romantic era

\$46.50

p. 5

**El Grandee**

inspired by
the grandeur
of Old Spain

\$46.50

King Richard

a regal beauty of
English inspiration

\$46.50

Prices are for 4 piece place setting

TOWLE SERVING PIECES

Priced the same in all patterns

Table or Serving Spoon—serves salads, vegetables, berries, fruits and desserts. \$20.00



Pierced Table or Serving Spoon—for fruits and vegetables served in their juices. \$20.00



Gravy Ladle—serves sauces, gravies or dressings from either boat-shaped dishes or round bowls. \$21.50



Cold Meat Fork—serves cold meats, soups, and food served on toast, or a variety of platter salads. \$21.50



Tomato or Flat Server—can be used for tomatoes, cucumbers, eggs, asparagus on toast or for platter salads. \$25.00



Butter Knife—for use on the butter plate in informal dining and on the cheese tray; for serving certain jams. \$11.50



Sugar Spoon—for the sugar bowl and for small bowls of mayonnaise or sauce. \$11.50



Cream or Sauce Ladle—ladles gravy, stews, liquid dishes and dressings, along with cream sauces. \$12.50



Jelly Server—serves cream cheese, preserves, jam, relishes, jellies, and marmalades. \$11.50



Lemon Fork—serves lemon slices. \$7.50



Nut Spoon—for nuts, candies, and some canapés. \$10.00



Olive or Pickle Fork—in addition to serving olives and pickles, it doubles as a lemon fork and butter pick. \$8.75



Cheese Serving Knife—serves brick cheese, and cheese or similar spreads, and can be used for molded jellies. \$11.00



Pie or Cake Server—essential for cutting and serving pies and cakes, and for aspics and frozen desserts. \$18.50



THREE POPULAR PLACE SETTINGS



4-PIECE

Salad Fork, Place Fork, Place Knife, Teaspoon



5-PIECE

Salad Fork, Place Fork, Place Knife, Place Spoon, Teaspoon



6-PIECE

Spreader, Salad Fork, Place Fork, Place Knife, Place Spoon, Teaspoon

SERVICE FOR

Patterns: Group 1 Group 2 Group 3

4

4 4-Pc. Place Settings	\$161.00	\$166.00	\$186.00
4 5-Pc. Place Settings	201.00	207.00	233.00
4 6-Pc. Place Settings	230.00	238.00	270.00

6

6 4-Pc. Place Settings	\$241.50	\$249.00	\$279.00
6 5-Pc. Place Settings	301.50	310.50	349.50
6 6-Pc. Place Settings	345.00	357.00	405.00

8

8 4-Pc. Place Settings	\$322.00	\$332.00	\$372.00
8 5-Pc. Place Settings	402.00	414.00	466.00
8 6-Pc. Place Settings	460.00	476.00	540.00

12

12 6-Pc. Place Settings	\$690.00	\$714.00	\$810.00
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PATTERN GROUPINGS:

Group 1: Candlelight, Chippendale, Craftsman, Fontana, French Provincial, Old Lace, Old Master, Rambler Rose, Rose Solitaire, Sculptured Rose, Silver Flutes, Spanish Provincial, Vespera.

Group 2: Contessina, Country Manor, Legato, Meadow Song, R.S.V.P.

Group 3: Charlemagne, Debussy, El Grandee, King Richard.

NOTE: The prices indicated herein are the retail prices maintained by Towle only in jurisdictions where fair trade is permitted by local law and do not necessarily represent the retail prices in other jurisdictions.

GROUPS

PLACE PIECES

Teaspoon	7.25	8.00	9.25
Place Fork (Luncheon)	11.75	12.00	13.00
Place Knife (Luncheon)	11.50	11.50	12.75
Salad or Pastry Fork, Ind.	9.75	10.00	11.50
Place Spoon (Dessert, Cereal, Soup)†	10.00	10.25	11.75
Cream Soup Spoon	10.00 ⁽³⁾	10.25 ⁽³⁾	11.75 ⁽³⁾
Spreaders, Flat or Hollow Handle††	7.25	7.75	9.25

PLACE SETTINGS

With Place Knife and Fork

6-Pc. (Teaspoon, Knife, Fork, Salad Fork, Place Spoon and Spreader)	57.50	59.50	67.50
5-Pc. (Above pieces without Spreader)	50.25	\$1.75	68.25
4-Pc. (Teaspoon, Knife, Fork, Salad Fork)	40.25	41.50	60.50
3-Pc. (Above pieces without Salad Fork)	30.50	31.50	46.00

With Place Knife and Fork, Large

6-Pc. Same pieces as above	62.00 ⁽³⁾	64.25 ⁽³⁾	73.25
5-Pc. Same pieces as above	54.75 ⁽³⁾	56.50 ⁽³⁾	84.00
4-Pc. Same pieces as above	44.75 ⁽³⁾	46.25 ⁽³⁾	82.25
3-Pc. Same pieces as above	35.00 ⁽³⁾	36.25 ⁽³⁾	80.75

OTHER PLACE PIECES

Cocktail or Oyster Fork	6.75	7.00	7.25
Coffee or Cocktail Spoon	5.25	5.50	5.75
Fish Fork	13.50 ⁽³⁾	14.00 ⁽³⁾	14.50 ⁽³⁾
Fish Knife	11.00 ⁽³⁾	11.50 ⁽³⁾	12.00 ⁽³⁾
Fruit or Melon Spoon	5.75	9.50	11.25
Ice Cream Fork	8.75 ⁽³⁾	9.50 ⁽³⁾	11.25 ⁽³⁾
Iced Beverage Spoon	8.75	9.50	11.25
Place Fork, Large (Dinner)	15.25 ⁽³⁾	15.50 ⁽³⁾	17.50 ⁽³⁾

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GROUP 2: Contessina, Country Manor, Legato, Meadow Song, R.S.V.P.**

GROUP 3: Charlemagne, Debussy, El Grandee, King Richard.

* Vespera Engraved — add \$1.50 per piece to Vespera prices above — add \$3.00 to price of Roast Sets, Steak Sets and Salad Bowl servers.

* Vespera with Applied Monogram — add \$3.20 per piece to Vespera prices above — add \$6.40 to price of Roast Sets, Steak Sets and Salad Bowl servers.

** R.S.V.P. Engraved — add \$1.50 per piece to above prices for engraved three-letter monogram. (Add \$3.00 to price of Roast Sets, Steak Sets and Salad Bowl servers.)

GROUPS

Place Knife, Large (Dinner)	
Steak Knife, Individual	
Teaspoon, Small	

SERVING PIECES

Bon Bon or Nut Spoon	10.00	10.00	10.00
Butter Serving Knife, H.H.	11.50	11.50	11.50
Cake Breaker	17.50	17.50	17.50
Cheese Serving Knife	11.00	11.00	11.00
Cold Meat or Buffet Fork	21.50	21.50	21.50
Cream or Sauce Ladle	12.50	12.50	12.50
Gravy Ladle	21.50	21.50	21.50
Jelly Server	11.50	11.50	11.50
Lemon Fork	7.50	7.50	7.50
Letter Opener	10.00	10.00	10.00
Olive or Pickle Fork	8.75	8.75	8.75
Pie or Cake Serving Knife	18.50	18.50	18.50
Salad Bowl Servers, Plastic	24.00	24.00	24.00
Sugar Spoon	11.50	11.50	11.50
Sugar Tongs	12.50 ⁽⁴⁾	12.50 ⁽⁴⁾	12.50 ⁽⁴⁾
Table or Serving Spoon	20.00	20.00	20.00
Table or Serving Spoon, Pierced	20.00	20.00	20.00
Tomato or Flat Server	25.00	25.00	25.00
Wedding Cake Knife, H.H.	30.00 ⁽³⁾

CARVING SETS

Roast Carving Set, K & F	55.00	55.00	55.00
Roast Carving Steel	25.00 ⁽³⁾
Steak Set, K & F	32.50	32.50	32.50
Slicer	30.00	30.00	30.00

CHILDREN'S SILVER

Baby Fork	5.50	5.50	5.00
Baby Spoon	5.50	5.50	6.00
Child's Fork	9.75	9.75	11.00
Child's Knife	7.25	7.75	9.50
Child's Spoon (Teaspoon, Small)	7.00	7.00	8.50
Infant Feeding Spoon	6.50	6.50	7.00

† Place Spoon will be sent unless otherwise designated.

†† Hollow Handle will be sent unless otherwise designated. Flat Handle not available in Charlemagne, Contessina, Country Manor, Debussy, El Grandee, Fontana, King Richard, Legato, Meadow Song, R.S.V.P., Sculptured Rose, Spanish Provincial, Vespera.

(1) Not in Sculptured Rose, R.S.V.P., Vespera.

(2) Debussy only.

(3) Not in Charlemagne, Contessina, Country Manor, Debussy, El Grandee, Fontana, Legato, Meadow Song, R.S.V.P., Rose Solitaire, Sculptured Rose, Spanish Provincial, Vespera.

(4) Not in Charlemagne, Contessina, Country Manor, El Grandee, Legato, Meadow Song, R.S.V.P., Sculptured Rose, Spanish Provincial, Vespera.

(5) Available only in El Grandee, King Richard, Legato and Old Master.

Retail Prices — Subject to change without notice. Effective July 31, 1967.